



Positioning

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Positioning

- The concept was given by Al Rice and Jack Trout (advertising executives)
- Capturing a place in the mind of customer.
- Distinctive place in the mind of customer.



Principles of Positioning

- Continuous innovation
- Addition of new features
- Target an unoccupied position
- Create new categories
- Be first in targeting the bridge between people expectations and producers manufacturing



Errors in Positioning

- Under Positioning
- Over positioning
- Confused Positioning
- Doubtful Positioning



Positioning